

RUNDOWN
BUSINESS, MANAGEMENT AND GOVERNANCE
INTERNATIONAL CONFERENCE (BMAGIC) 2021
Leadership in Turbulent Times
29th & 30th NOVEMBER 2021
(Malaysian Time)

First Day

Monday, 29th November 2021

Time	Agenda
09.00am – 09.30am	Registration Sponsorship Promo
09.30am – 09.40am	Doa Recital Opening Remarks YH Prof. Dato' Dr. Muhamad Bin Muda <i>Member, Board of Directors, KYP Education Sdn. Bhd.</i>
09.40am – 10.15am	Keynote Address <i>Moderator: Suhaila Hj. Mukhtar</i> YBhg. Tan Sri Dato' Sri Dr. Abdul Aziz Abdul Rahman <i>Honorary Fellow, Tun Ghazali Shafie Institute for Strategic Leadership (TGS-ISL) UCYP</i> <i>Chairman, Board of Directors, Universiti Malaysia Pahang (UMP), Malaysia</i> Q&A Session Photo Session
10.15am – 10.45am	Invited Speaker Presentation: Session I <i>Moderator: Suhaila Hj. Mukhtar</i> Speaker 1 Prof. Dr. Dileep Kumar M. <i>Pro Vice Chancellor, GNS University, India</i> Q&A Session
10.45am – 11.15am	Speaker 2 Assoc. Prof. Dr. Ruzita Bt. Manshor <i>University College of Yayasan Pahang (UCYP), Malaysia</i> Q&A Session
11.15am – 11.30am	Break
11.30am – 1.00pm	Papers Presentation: Session I <i>Moderator: Nur Athirah Mohd. Jalil</i>
	The Entrepreneurial Opportunity Recognition of the Bumiputera-owned Businesses Dr. Norria Zakaria <i>School of Business Management, Universiti Utara Malaysia</i> Dr. Mohamad Zaki Ahmad <i>School of Tourism, Hospitality and Event Management, Universiti Utara Malaysia (UUM)</i>
	Impacts and Factors Influencing Decisions to Travel in Malaysia During the Covid-19 Pandemic: A General Perspective Dr. Mohamad Zaki Ahmad <i>School of Tourism, Hospitality and Event Management, Universiti Utara Malaysia (UUM)</i> Dr. Norria Zakaria <i>School of Business Management, Universiti Utara Malaysia (UUM)</i> Assoc. Prof. Dr. Malike Brahim <i>School of Government, Universiti Utara Malaysia (UUM)</i>
	Adoption of Big Data Analytics in the Medium-Large Supply Chain Firms in Saudi Arabia Adel Abdullatif Ahmad Hamed Assoc. Prof. Dr. Abdul Manaf Bohari <i>University Utara Malaysia (UUM), Malaysia</i>

	<p>Architecture of Spatial and Non-Spatial Model of Customer Lifetime Value for Visualizing the Sustainability of Kedai Rakyat 1 Malaysia (KR1M)</p> <p>Assoc. Prof. Dr. Abdul Manaf Bohari <i>University Utara Malaysia (UUM), Malaysia</i></p> <p>Nurwahida Fuad <i>Universiti Teknologi MARA (UiTM), Malaysia</i></p>
	<p>The Role of Leader in Strategic Planning During Pandemic Crisis on Organization</p> <p>Asst. Prof. Dr. Shakirah Noor Azlan Asst. Prof. Dr. Mohamad Nizam Yusof Asst. Prof. Dr. Razali Shahul Hameed <i>University College of Yayasan Pahang (UCYP), Malaysia</i></p>
	<p>Internationalization and Performance of Small and Medium Enterprises from an Emerging Economies: A New Conceptual Perspectives</p> <p>Dr. Mohd Najib Md. Saad <i>Universiti Teknologi MARA (UiTM), Malaysia</i></p>
1.00pm – 2.00pm	Break
2.00pm – 3.30pm	<p>Papers Presentation: Session II <i>Moderator: Kasmawahida Abdul Wahab</i></p>
	<p>The Importance of Strategic Thinking Skill in Turbulence Times: How Did Leaders Develop the Skill?</p> <p>Dr. Norizan Azizan Assoc. Prof. Dr. Siti Zubaidah Othman <i>University Utara Malaysia (UUM), Malaysia</i></p>
	<p>Is the Training Benefit Matter on the Relationship between Conscientious and Training Motivation</p> <p>Dr. Ema Nurmaya Dr. Fitroh Adhilla Dr. Sukardi <i>Economic and Business Faculty, Universitas Ahmad Dahlan (UAD), Indonesia</i></p>
	<p>Analysis of Repurchase Intention at Healthy Restaurants with Stimulus-Organism-Response Theory Approach (SOR)</p> <p>Dr. Muhammad Mathori <i>STIE Widya Wiwaha Yogyakarta, Indonesia</i></p> <p>Prof. Dr. M. Suyanto, MM <i>Amikom University</i></p> <p>Drs. Annas Hidayat, MBA., Ph.D <i>Faculty of Business and Economics, Indonesian Islamic University</i></p> <p>Dr. Yuni Istanto, M.Si <i>Faculty of Economics, University of Nasional Development</i></p>
	<p>The Role of Burnout Mediation on the Effect of Stretch Goals on Destructive Leadership</p> <p>Diah Retno Wulandaru, MBA Dr. Wakhid Slamet Ciptono, MBA, MPM, PhD <i>Faculty of Economics and Business, Gadjah Mada University</i></p> <p>Dr. Ely Susanto, SIP, MBA, PhD <i>Faculty of Social and Politics, Gadjah Mada University</i></p>
	<p>The Influence of Affective Commitment & Positive Affectivity on Knowledge Sharing among Employee of Government Sector in Tanjung Pinang</p> <p>Reza Kurniawita Dr. Ema Nurmaya Dr. Abdul Choliq Hidayat <i>Economic and Business Faculty, Universitas Ahmad Dahlan (UAD), Indonesia</i></p>

	<p>The Effect of Adversity Quotient, Organizational Commitment, Job Satisfaction, Transformational Leadership, Motivation and Work Discipline on Organizational Citizenship Behavior</p> <p>Dr. (Cand.) Ani Muttaqiatun Agrestina Lukmananti, SE Melisa Fitriani, SE Imansyah, SE <i>Economic and Business Faculty, Universitas Ahmad Dahlan (UAD), Indonesia</i></p>
3.30pm – 5.00pm	<p>Papers Presentation: Session III <i>Moderator: Azura Zainal</i></p>
	<p>Increasing the Intention to Buy Batik Gumelem Banjarnegara using the Webqual 4.0 Method</p> <p>Dr. Fitroh Adilla Dr. Aftoni Sutanto Dr. Agus Siswanto <i>Economic and Business Faculty, Universitas Ahmad Dahlan (UAD), Indonesia</i></p>
	<p>Tradition of Scientific Ijazah in Islamic Civilization and Its Revival in the Present Day Education System</p> <p>Dr. Mesut Idriz <i>University of Sharjah, UAE</i></p>
	<p>The Study on the Important of Communication and Leadership Skill Towards Good Performance of Politician in Pekan, Pahang</p> <p>Sida Tantiana Haji Sariat Asst. Prof. Dr. Razali Shahul Hameed Mohd Pirdaus Mat Husain <i>University College of Yayasan Pahang (UCYP), Malaysia</i></p>
	<p>Awareness Towards Small Medium Enterprise (SME)</p> <p>Muhd Iqbal Dinie Bin Mohd Zukri <i>University College of Yayasan Pahang (UCYP), Malaysia</i></p>
	<p>A Study of the Demand of Courier Service Company in Malaysia</p> <p>Chusnul Defry Nurathirah Fatin Bt Ahirudin Wan Nur Fatiha Binti Wan Mohd Hariri Anashuha Binti Azrul Kishalini A/P Kumaran <i>University College of Yayasan Pahang (UCYP), Malaysia</i></p>
	<p>Relationship of Motivational Tools with The Employees Performance Towards Small Business Employees in Kuantan</p> <p>Siti Nadhirah Hani'es binti Zukies <i>University College of Yayasan Pahang (UCYP), Malaysia</i></p>
5.00pm	End of Day 1

Second Day
Tuesday, 30th November 2021

Time	Agenda
09.00am – 09.15am	Registration
09.15am – 09.30am	Welcoming Remarks Professor Emeritus Dato’ Dr. Ahmad Bin Haji Zainuddin <i>Vice Chancellor, University College of Yayasan Pahang (UCYP), Malaysia</i>
09.30am – 10.00am	Invited Speaker Presentation: Session II <i>Moderator: Asst. Prof. Dr. Mohamad Nizam Bin Yusof</i> Speaker 3 Asst. Prof. Dr. Abdul Wahab <i>Assistant Professor, FAST School of Management FAST-NUCES, Islamabad, Pakistan</i> Q&A Session
10.00am – 10.30am	Speaker 4 Dr. Retno Agustina Ekaputri <i>Rector, Universitas Bengkulu, Indonesia</i> Q&A Session
10.30am – 11.30am	Paper Presentation: Session IV <i>Moderator: Siti Nur Ilyana Shahrin</i>
	Gig Economy in Malaysia and Its Potential in Higher Learning Institution Assoc. Prof. Ts Dr. Hafizan Binti Mat Som Suhaila Mukhtar Noor Adelenia Muhd Ruslim <i>University College of Yayasan Pahang (UCYP), Malaysia</i>
	The Impact of Leadership Elements in Education Operational Excellence (EOE) On Working Culture in Higher Learning Institutions Suhaila Haji Mukhtar Farah Hariaty Mohd Shukri Normadiana A. Manan <i>University College of Yayasan Pahang (UCYP), Malaysia</i>
	Assessing The Influence of Leadership Styles in Implementing Digital Transformation on the Business Performance of SMEs Manufacturing in Peninsular Malaysia Norsazlina Binti Che Ghazali <i>University College of Yayasan Pahang (UCYP), Malaysia</i> Dr. Mohd Hanafiah Bin Ahmad Dr. Gusman Nawanir <i>Universiti Malaysia Pahang (UMP), Malaysia</i>
	Customer Relationship Management (CRM): Framing the Results of Recent Research 2017-2021 Dr. Indah Fatmawati Askar Garad <i>Doctor of Management Program, Universitas Muhammadiyah Yogyakarta Indonesia</i>
11.30am – 12.30pm	Paper Presentation: Session V <i>Moderator: Siti Nur Ilyana Shahrin</i>
	Restaurants and Liquid Workforce: Sentiments Analysis of Food Delivery Services Dr. Riktesh Srivastava <i>City University College of Ajman, UAE</i>
	Entrepreneurial Orientation and the Performance of Higher Education Institutions Nor Aishah Hashim <i>University College of Yayasan Pahang (UCYP), Malaysia</i>

	<p>A Study of The Factors That Influence Higher Expenses Budget for University's Student</p> <p>Nor Hamiza Binti Ali Fatin syazana binti Abdul Raef Nurul iwani Nasuha Binti Nordin Nur Anisah binti Mohamed Shairul Kamri <i>University College of Yayasan Pahang (UCYP), Malaysia</i></p>
	<p>A Study of the Factors Influence Consumers Shift Their Buying Behaviour to Online Shopping</p> <p>Nur Adilla Natasya bintin Jonaidy <i>University College of Yayasan Pahang (UCYP), Malaysia</i></p>
12.30pm – 12.40pm	Break
12.40pm – 1.00pm	<p>Closing Ceremony <i>Moderator: Asst. Prof. Dr. Mohamad Nizam Bin Yusof</i> Closing Remarks by Assoc. Prof. Dr. Tan Li Pin <i>Deputy Vice Chancellor (Research & Industry Linkages), UCYP Malaysia</i> Best Presenter's Award Photo Session</p>
1.00pm	End of Conference